Being a parts manufacturer and supplier to various OEMs and the aftermarket in the Material Handling & Construction industries, both of which are niche, our existing & potential customers count on us to inform them by both fax & e-mail of the new items we have developed. New item announcements are critical given that each part has a particular product life cycle. We help many companies reduce cost and improve their operations by ensuring that they have timely access to these new parts. Further, we have taken great pains to build an extensive and exacting database which contacts individuals and companies based on their opt in requests or general interest in parts for the material handling & or construction parts.